

CHOICE Expert Series – January 2012

LinkedIn® Laws of Attraction

LinkedIn® Laws of Attraction – Part 1

By Donna Schilder, PCC, Business Coach

Get in the Game!



My recent Telecall with Garry for **Choice Magazine's** Multi-Media Series on "6 Steps to a LinkedIn Profile that will **ATTRACT** Coaching Clients" was very well attended (682 callers). I think it was well attended because we as coaches know we need to be using LinkedIn to market our practices, but it feels overwhelming to actually do it. But luckily it isn't really that hard, you just need someone to show you how!

In this Expert Series on the "**LinkedIn Laws of Attraction**," I will cover how to **ATTRACT** potential clients to your LinkedIn Profile. That's the first step in using LinkedIn to **enroll more clients into your Coaching practice**.

In a future Choice Magazine Expert Series I will cover how to "**CATCH**" the client once you've **ATTRACTED** them to your LinkedIn Profile.

The focus of the first part of this series is:

Why Coaches should market on LinkedIn?

I know you're wondering if it's worth the effort to build a LinkedIn Profile and upload your contacts.

The answer is a resounding **YES!!!!**

You're also wondering how much effort it will take to attract clients through LinkedIn. I would estimate that:

- Building your profile takes about the same time as it takes to write a resume
- Uploading your database(s) takes about an hour
- Joining targeted LinkedIn Groups takes another hour

That's really not that large of an investment in time!

And even if you never put any additional effort into LinkedIn, if you just set it and forget it, you *will benefit* from having a LinkedIn Profile.

Since we know that we are more likely to take action if we know what the benefits of that action will be, here is a list of the benefits of being on LinkedIn:

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1. Your potential clients are on LinkedIn:
 - The average LinkedIn member makes \$100,000 per year
 - 37 Million of the LinkedIn users are Sr. Executives
2. Being on LinkedIn builds your credibility.
3. Your profile allows you to show your prior work experience, which may ATTRACT clients that work in the same industry or hold similar positions.
4. Your LinkedIn Profile builds your Internet Presence. Your Profile shows up outside of LinkedIn, in Google, Yahoo, and Internet Explorer searches (as long as you don't set your Profile as private).

When I first put my LinkedIn Profile up, I had clients say they looked me up on LinkedIn after they found me on my website, and every once in a while I would get a client directly from LinkedIn.

But here's the kicker: when I started spending just 90 minutes a month on LinkedIn activities I started getting 1-3 clients per month!!! (The caveat is that I now have over 1000 connections)

And the possibilities for participation on LinkedIn are endless, so the sky *isn't even* the limit!

Like anything else though, if you don't do the *right* things, you may not get much out of it. So I hope you will continue to read this series and visit my website at: www.GetLinkedInNow.com to learn more about how to leverage the power of LinkedIn.